3/3/88 C7715-3 A

DECEMBER
1987

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

1

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	DECEMBER		% '87 VS '86	% IND	
	1987	1986		1987	1986
CHRYSLER	26848	19721	136.14	3.20	2.19
(Laser)	77	899	8.57	.01	.10
(Le Baron/GTS)	14416	8317	173.33	1.72	.92
(NY/5 Av/Newport)	11701	9705	120.57	1.39	1.08
DODGE	36694	38780	94.62	4.36	4.31
(Daytona)	4403	782	563.04	.52	.09
(Omni/Shadow)	9306	12249	75.99	1.11	1.35
(Arosa)	11493	11050	104.01	1.36	1.23
(Lancer)	1529	2151	71.08	.18	.24
(600)	3300	3315	99.55	.39	.37
(Diplomat/Dynsty)	2565	2215	115.70	.31	.25
PLYMOUTH	27190	34938	77.82	3.24	3.87
(Horizn/Sundance)	8573	13339	64.27	1.02	1.47
(Reliant)	11508	11239	102.39	1.37	1.25
(Caravelle)	2755	2963	92.98	.33	.33
(Gran Fury)	673	1331	50.66	.07	.13
EAGLE	7977	3908	100.74	.47	.43
(Mtrc/Eagl/Prem)	1750	3949	97.40	.21	.33
CHRYSLER CORP	94659	97347	97.24	11.27	10.80
FORD	122875	123702	99.33	14.63	13.71
(Escort)	31701	32613	97.20	3.77	3.62
(Probe)	-	-	-	-	-
(Mustang)	12540	9616	131.45	1.50	1.07
(Tempo)	22481	22865	98.33	2.68	2.54
(Taurus)	32130	36614	87.75	3.83	4.03
(Crown Victoria)	9316	12581	74.04	1.11	1.40
(T'Bird)	10721	9372	114.38	1.28	1.01
LINCOLN	15411	19598	78.27	1.84	2.18
MERCURY	37151	37483	99.10	4.41	4.17
(Topaz)	4916	5908	83.19	.59	.66
(Sable)	8873	9984	88.87	1.05	1.11
(Grand Marquis)	9561	12510	76.35	1.12	1.39
(Cougar)	8179	4232	193.27	.97	.47
LINC/MERC DIV	53116	57845	92.87	6.33	6.42
FORD MOTOR CO	176337	181548	97.13	21.02	20.13
BUICK	48706	51454	93.75	5.80	5.70
(Skyhawk)	3140	3671	81.12	.37	.43
(Somerset/Skylrk)	4346	6061	71.68	.52	.67
(Century)	10771	15044	71.60	1.29	1.67
(Regal)	8589	3970	216.87	1.03	.44
(Riviera)	1696	1833	59.79	.13	.20
(Reatta)	10	-	-	-	-
CADILLAC	22132	25308	87.45	2.63	2.81
(Allante)	327	-	-	.04	-
(Cimarron)	629	1362	46.18	.07	.15
(Eldorado)	2510	1732	144.92	.30	.19
(Seville)	2089	2238	90.91	.25	.25
CHEVROLET	111775	117027	95.51	13.31	12.98
(Celebrity)	24086	33157	72.64	2.87	3.69
(Corsica)	1180	1271	722.27	1.09	.14
(Beretta)	8918	1397	638.37	1.06	.15
(Cavalier)	24462	22087	110.75	2.92	2.45
(Camaro)	7033	8217	85.59	.84	.91
(Corvette)	2335	2286	102.14	.28	.25
(Monte Carlo)	4808	5559	86.49	.57	.73
OLDSMOBILE	51337	67584	75.96	6.11	7.50
(Firenza)	1431	1531	93.47	.17	.17
(Calais)	5364	7790	89.65	.83	.86
(Cutlass Ciera)	17203	22281	77.21	2.05	2.49
(Cutlass)	5302	9351	53.23	.63	1.10
(Toronado)	1476	1367	107.97	.18	.15
PONTIAC	52526	58912	89.16	6.25	6.53
(1000)	73	887	8.23	.01	.10
(Sunbird)	5338	5618	95.02	.64	.62
(Grand Am)	14847	18038	82.31	1.75	2.00
(6000)	10562	14482	72.93	1.26	1.61
(Bonneville)	9802	7189	136.35	1.17	.80
(Firebird)	4602	5970	77.09	.55	.66
(Fiero)	2232	3629	61.50	.27	.40
(Grand Prix)	1045	1921	54.40	.12	.21
GEN MTRS CORP	285476	320785	89.30	34.10	35.58
Misc. Domestic	10	-	-	-	-
Other Import	2	9	111.11	-	-
U S TOTAL	282326	301966	93.50	33.61	33.49
	840014	901665	93.17		

UNITED STATES SUMMARY
DECEMBER 1987 ISSUED 02/88

© R. L. POLK & CO. 1988

2

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '87 VS '86	% IND		YEAR END 1986
	1987	1986		1987	1986	
CHRYSLER	296352	351741	84.26	2.93	3.16	351741
(Laser)	4792	28321	16.92	.05	.25	28321
(Le Baron/GTS)	164640	160600	102.52	1.63	1.45	160600
(NY/5 AV/Newport)	115735	160945	71.91	1.14	1.44	160945
DODGE	407174	510136	79.82	4.02	4.58	510136
(Daytona)	37071	36547	101.43	.37	.33	36547
(Omni/Shadow)	116654	110505	105.56	1.14	.99	110505
(Aries)	101062	104734	96.49	1.00	.94	104734
(Lancer)	22737	47900	47.58	.23	.43	47900
(600)	36560	61305	59.80	.36	.55	61305
(Diplomat/Dynsty)	15206	31810	47.80	.15	.29	31810
PLYMOUTH	347981	415701	82.75	3.40	3.73	415701
(Horizn/Sundance)	123956	124754	99.36	1.22	1.12	124754
(Reliant)	106069	127969	82.89	1.05	1.14	127969
(Caravelle)	35869	38622	92.87	.35	.35	38822
(Gran Fury)	7703	15509	49.67	.08	.14	15509
EAGLE	44526	74242	60.11	.44	.67	74242
(Allnc/Eagl/Prem)	27075	57287	47.26	.27	.52	57287
CHRYSLER CORP	1052143	1351820	80.79	10.79	12.14	1351820
FORD	1417270	1564454	103.87	14.00	12.25	1564454
(Escort)	392758	400695	98.02	3.88	3.60	400695
(Probe)	-	-	-	-	-	-
(Mustang)	170566	165854	102.84	1.69	1.49	165854
(Tempo)	222961	259896	85.79	2.20	2.33	259896
(Taurus)	356457	238610	149.39	3.52	2.14	238610
(Crown Victoria)	118312	130928	90.36	1.17	1.18	130928
(T'Bird)	131544	138602	94.91	1.30	1.24	138602
LINCOLN	165599	169805	98.11	1.65	1.52	169805
MERCURY	463432	477874	96.98	4.58	4.29	477874
(Topaz)	63126	65498	96.38	.62	.59	65498
(Sable)	102767	91341	112.51	1.02	.82	91541
(Grand Marquis)	117885	118364	99.60	1.16	1.06	118364
(Cougar)	109922	112818	97.43	1.09	1.01	112818
LINC/MERC DIV	643473	661787	97.23	6.36	5.94	661787
FORD MOTOR CO	2060743	2026221	101.70	20.36	18.19	2026221
BUICK	556122	757328	73.43	5.49	6.80	757328
(Skyhawk)	39454	74172	53.19	.39	.67	74172
(Somerset/Skylrk)	67880	112375	60.40	.67	1.01	112375
(Century)	151884	236946	64.10	1.50	2.12	236946
(Regal)	58672	77962	75.26	.58	.70	77962
(Riviera)	16472	22937	71.81	.16	.21	22937
(Reatta)	1	-	-	-	-	-
CADILLAC	258146	300090	86.02	2.55	2.69	300090
(Allante)	2064	5	-	.02	-	5
(Cimarron)	12603	23592	53.45	.12	.21	23592
(Eldorado)	20282	24476	82.86	.21	.21	24476
(Seville)	20556	20641	104.07	.20	.19	20641
CHEVROLET	1493411	1693234	88.20	14.77	15.19	1693234
(Celebrity)	313491	397297	78.91	3.12	3.56	397297
(Corsica)	10084	1372	-	.99	.01	1372
(Beretta)	10837	1505	-	1.07	.01	1505
(Cavalier)	298778	362780	82.36	2.95	3.26	362780
(Camaro)	116656	164283	71.01	1.15	1.47	164283
(Corvette)	24654	32581	75.67	.24	.29	32581
(Monte Carlo)	63784	111245	57.34	.63	1.00	111245
OLDSMOBILE	715561	1044444	68.55	7.07	9.38	1044444
(Firenza)	17252	34470	50.05	.17	.3	34470
(Calais)	100706	114295	88.11	.99	1.03	114295
(Cutlass Ciera)	246275	323607	76.10	2.43	2.90	323607
(Cutlass)	95190	191138	49.80	.94	1.72	191138
(Toronado)	16111	16239	99.21	.16	.15	16239
PONTIAC	696842	829650	83.99	6.88	7.45	829650
(1000)	5697	18142	31.40	.06	.16	18142
(Sunbird)	80120	103925	77.09	.79	.93	103925
(Grand AM)	213778	196509	107.69	2.10	1.79	198509
(6000)	124111	197601	62.81	1.23	1.77	197601
(Bonneville)	99722	49174	202.79	.99	.44	49174
(Firebird)	73641	93521	78.74	.73	.84	93521
(Fiero)	42466	67748	62.68	.42	.61	67748
(Grand Prix)	14505	37728	37.92	.14	.34	37728
GEN MTRS CORP	5720484	4524746	80.45	56.76	41.51	4624746
Misc Domestic	80	77	103.90	-	-	77
Other Import	3248704	3136978	103.56	32.09	28.16	3136978
U S TOTAL	10122154	11139842	90.86			11139842

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	DEC	% IND	YEAR TO DATE		% '87 VS '86	% IND	
	1987		1987	1986		1987	1986
Chrysler	-	-	-	-	-	-	-
Dodge	45413	10.89	560281	468621	119.56	11.34	9.78
Plymouth	13322	3.19	137492	106950	128.56	2.78	2.23
Ford	124791	29.91	1427874	1348988	105.85	28.92	28.10
Chevrolet	100331	24.05	1162544	1245768	93.32	23.54	25.95
G.M.C.	28159	6.75	335376	340877	98.39	6.79	7.10
Hino	151	.04	1629	756	215.48	.03	.02
International	6250	1.50	69957	68522	102.09	1.42	1.43
Iveco	206	.05	2295	2374	96.67	.05	.05
Jeep	21238	5.09	203625	195973	103.90	4.12	4.08
Mack/Midliner	1995	.48	22665	21829	103.83	.46	.46
Kenworth	1247	.30	14570	10934	133.25	.30	.23
Peterbilt	1220	.29	12551	10176	123.34	.25	.21
Daimler-Benz Corp.	2219	.53	27453	21073	130.28	.56	.44
Scania	5	-	113	89	126.97	-	-
Volvo White	1075	.26	12083	11919	101.43	.24	.25
Western Star	131	.03	1423	1133	125.60	.03	.02
Other Imports	68770	16.48	939834	939730	100.01	19.03	19.57
Miscellaneous Domestic	657	.16	6866	5309	129.33	.14	.11
U. S. Total	41786		4938617	4801021	102.87		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Chrysler	-	-	-	-	-	-	-	-
Dodge	428730	130481	-	-	-	-	-	-
Plymouth	137492	-	-	-	-	-	-	-
Ford	822622	552940	476	-	-	9525	29812	12499
Chevrolet	707352	410165	27355	1106	309	7180	8059	418
G.M.C.	161458	131950	3027	498	5369	7428	18762	6884
Hino	-	-	-	-	449	400	780	-
International	-	-	-	-	388	18902	22008	28659
Iveco	-	-	1099	551	519	126	-	-
Jeep	188229	15396	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1895	2649	18121
Kenworth	-	-	-	-	-	-	131	14439
Peterbilt	-	-	-	-	-	-	98	12453
Daimler-Benz Corp.	-	-	-	-	-	1577	2397	23479
Scania	-	-	-	-	-	-	-	113
Volvo White	-	-	-	-	-	-	1611	10478
Western Star	-	-	-	-	-	-	-	1423
Other Imports	927419	3794	5711	-	1071	754	1085	-
Miscellaneous Domestic	-	1895	-	2774	323	-	27	1847
Total	3374962	1246631	37668	4929	8428	47787	87419	130813
1986 Total	3216005	1289617	37170	1431	5335	50198	86691	114574
1987 vs '86	104.94	96.67	101.34	344.44	157.98	95.20	100.84	114.17

Manufacturers' Sales Records were used in compiling Oklahoma in 1986.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1987		YEAR TO DATE 1986	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	59001	.58	61269	.55
Chevrolet Spectrum	78347	.78	95126	.85
Chrysler Conquest	11195	.11	1875	.02
Dodge Colt/SW	41608	.41	48373	.43
Dodge Colt Vista SW	15325	.15	17628	.16
Dodge Conquest	267	-	2441	.02
Eagle Medallion	13370	.13	-	-
Ford Festiva	24114	.24	-	-
Plymouth Colt/SW	37743	.37	45237	.41
Plymouth Colt Vista SW	14663	.14	16632	.15
Plymouth Conquest	173	-	2289	.02
Pontiac LeMans	32794	.32	-	-
Merkur XR4	8817	.09	14108	.13
Scorpio	4625	.05	-	-
Tracer	32255	.32	-	-
Others	335	-	2234	.02
Total Domestic Sponsored Imports	375832	3.71	307212	2.76
OTHER IMPORTS				
Acura	103422	1.02	43627	.39
BMW	85215	.84	92992	.83
Honda	608813	6.01	602758	5.41
Hyundai	259325	2.56	143436	1.29
Mazda	213091	2.11	214930	1.93
Mercedes Benz	32378	.31	93686	.84
Mitsubishi	60320	.60	47442	.43
Nissan	511365	5.05	554102	4.97
Saab	45455	.45	50323	.45
Subaru	172152	1.70	175643	1.58
Toyota	612621	6.05	588909	5.29
Volkswagen	177728	1.76	201165	1.81
Volvo	99883	.99	119828	1.08
Yugo	48059	.47	52904	.30
Others	158871	1.57	175233	1.57
Total Other Imports	3248704	32.09	3136978	28.16
GRAND TOTAL ALL IMPORT CARS	3624536	35.81	3444190	30.92

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	66494	1.35	77284	1.61
Dodge RAIDER	19385	.39	3902	.08
OTHER IMPORTS				
Isuzu	89506	1.81	85038	1.77
Mazda	128347	2.60	151154	3.15
Mitsubishi	56963	1.15	31938	.67
Nissan	218574	4.43	215854	4.50
Subaru	1594	.03	3946	.08
Suzuki	79818	1.62	41567	.87
Toyota	344259	6.97	392735	8.18
Volkswagen	10181	.21	12372	.26
Others	2171	.04	4	-
Total Other Import Trucks	951213	18.86	934618	19.47
GRAND TOTAL ALL IMPORT TRUCKS	1017092	20.59	1015804	21.16

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021
1987	10122154	4938637

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE
(1) REVISED 10/85 R. L. POLK & CO. R.9-87